

BBA (Hons./Hons. With Research)
(Eight Semester full-time programme Curriculum)
Scheme of Examination and Credit Distribution

1st Year Semester – I

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 101	Functional Hindi-I	AEC 1	35	15	-	2	50
BBA(H) 102	Environment	VAC 1	35	15	-	2	50
BBA(H) 103	Introduction to Management Concept	DSC 1	70	30	-	4	100
BBA(H) 104	Introduction to Accountancy	DSC 2	70	30	-	4	100
BBA(H) 105	Introduction to Microeconomics	DSC 3	70	30	-	4	100
BBA(H) 106	Introduction to Journalism and Mass Communication Or Introduction to Electronic Media Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 1	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

1st Year Semester – II

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 201	Functional English-I	AEC 2	35	15	-	2	50
BBA(H) 202	Basics of Computer Application	SEC 1	35	15	-	2	50
BBA(H) 203	Introduction to Marketing	DSC 4	70	30	-	4	100
BBA(H) 204	Introduction to Organizational Behavior	DSC 5	70	30	-	4	100
BBA(H) 205	Introduction to Financial Management	DSC 6	70	30	-	4	100
BBA(H) 206	Media Economics Or Language in Media and Translation Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	GE 2	70	30	-	4	100
	Practical	-	-	-	100	2	100

	TOTAL					22	600
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2nd Year Semester – III

COURSE CODE	NAME OF THE COURSE	COURS E	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 301	Basics of Business Communication	AEC 3	35	15	-	2	50
BBA(H) 302	Value Education	VAC 2	35	15	-	2	50
BBA(H) 303	Business Mathematics	DSC 7	70	30	-	4	100
BBA(H) 304	Human Resource Management	DSC 8	70	30	-	4	100
BBA(H) 305	Cost and Management Accounting	DSC 9	70	30	-	4	100
BBA(H) 306	Banking Operations Management Or Talent Management & HRIS Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 1	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

2nd Year Semester – IV

COURSE CODE	NAME OF THE COURSE	COURS E	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 401	Functional English-II	AEC 4	35	15	-	2	50
BBA(H) 402	Web Analysis	SEC 2	35	15	-	2	50
BBA(H) 403	Business Laws and Ethics	DSC 10	50	30	-	4	100
BBA(H) 404	Advertising and Public Relation	DSC 11	50	30	-	4	100
BBA(H) 405	Business Organization	DSC 12	70	30	-	4	100
BBA(H) 406	Basics of Entrepreneurship Or Total Quality Management Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 2	70	30	-	4	100
	Practical	-	-	-	100	2	100
	TOTAL					22	600

3rd Year Semester – V

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 501	Democracy, Election and Good Governance	VAC 3	35	15	-	2	50
BBA(H) 502	Data Literacy	SEC 3	35	15	-	2	50
BBA(H) 503	Business Taxation	DSC 13	70	30	-	4	100
BBA(H) 504	Sales and Distribution Management	DSC 14	70	30	-	4	100
BBA(H) 505	Consumer Behaviour	DSC 15	70	30	-	4	100
BBA(H) 506	Introduction to Retail Management Or Introduction to Digital Marketing Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 3	70	30	-	4	100
	Practical				100	2	100
	TOTAL					22	600

3rd Year Semester – VI

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CAI	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 601	Artificial Intelligence in Management	SEC 4	35	15	-	2	50
BBA(H) 602	Internship	-	-	-	50	2	50
BBA(H) 603	Fundamentals of Strategic Management	DSC 16	70	30	-	4	100
BBA(H) 604	Business Statistics	DSC 17	70	30	-	4	100
BBA(H) 605	Project Management	DSC 18	70	30	-	4	100
BBA(H) 606	Media Management Or Corporate Social Responsibility and Reporting Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 4	70	30	-	4	100
	Practical	-	-	-	100	2	100

	TOTAL					22	600
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COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 701	Research Methodology	DSC 19	70	30	-	4	100
BBA(H) 702	Seminar and Presentation	DSC 20	-	60	140	6	200
BBA(H) 703	Project-I	-	-	60	140	8	200
BBA(H) 704	Financial Markets and Institutions Or Management Information System Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 5	70	30	-	4	100
	TOTAL					22	600

4th Year Semester – VIII

COURSE CODE	NAME OF THE COURSE	COURSE	THEORY	CIA	PRACTICAL	CREDITS	MAX. MARKS
BBA(H) 801	Customer Relationship Management	DSC 21	70	30	-	4	100
BBA(H) 802	International Business	DSC 22	70	30	-	4	100
BBA(H) 803	Dissertation	-	-	60	140	6	200
BBA(H) 804	Project-I	-	-	30	70	4	100
BBA(H) 805	Principles of Travel and Tourism Management Or Leadership Skills and Managerial Effectiveness Or Any of the 4 Credit Course from SWAYAM Or Any other MOOC Platforms	DSE 6	70	30	-	4	100
	TOTAL					22	600
		TOTAL CREDITS = 22 x 8 semester				176	4800
		TOTAL MARKS = 600 x 8Sem				Credit	Marks

Particulars	Abbreviations	Total Courses (in 4 Years)
Ability Enhancement Course	AEC	04
Value Addition Course	VAC	03
Discipline Specific Course	DSC	22
General Elective	GE	02
Skill Enhancement Course	SEC	04
Discipline Specific Elective	DSE	06

Credit Distribution:-

15 Hrs Theory Classes= 1 Credit/ each class time being 45 minutes duration.

30Hrs Practical Classes=1 Credit

1. 3 Credit Classes= Minimum 60 Classes in a Semester= **4 Theory Classes Per Week**
2. 4 Credit Classes=Minimum 80 Classes in a Semester=**6 Theory Classes Per Week**
3. 4 Credit Practical Classes=Minimum 160 Classes in a Semester=**11 Classes Per Week**

BBA (Hons./Hons. With Research) SEM I

FUNCTIONAL HINDI - I

COURSE AEC 1

COURSE CODE BBA(H) 101

CREDIT POINTS - 02

TOTAL MARKS - 50

THEORY - 35

CIA - 15

Scheme of Examination

1 - 01 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 5 Marks each = 05×01

= 05 Marks

2 - 03 long Answered questions of 10 Marks each = 10×03

With internal choice of one question from each unit

= 30 Marks

MAXIMUM MARKS - 35

MINIMUM PASSING MARKS - 14

UNIT - I

अक्षर, वर्ण, स्वर-व्यंजन, शब्द-अर्थ संबंध, उच्चारण अव्यय।

UNIT - II

पर्यायवाची, विलोम, समानार्थी, अनेकार्थी। शब्द रचना, रूप रचना, वाक्य रचना, वर्गीकरण। संज्ञा, क्रिया, विशेषण, काल।

UNIT - III

हिन्दी भाषा का विकास - प्राचीन, मध्यकालीन, आधुनिक काल, राजभाषा, सम्पर्क भाषा। प्रयोजन मूलक हिन्दी-विज्ञान, वाणिज्य, पत्र लेखन के प्रकार - निमंत्रण, आदेश, व्यापारिक, शासकीय, औपचारिक, अनौपचारिक, सम्पादक के नाम पत्र, अभिव्यक्ति लेखन।

UNIT - IV

संचार - पत्रकारिता, दृश्य-श्रव्य अव्यय, भाषा और बोली, प्रादेशिक बोलियां, छत्तीसगढ़ी बोली एवं अंतर्संबंध।

UNIT - V

व्याकरण संबंधी ज्ञान, हिन्दी भाषा की शैली जनसंचार शब्दावली।

सन्दर्भ पुस्तकें

1. अच्छी हिन्दी - रामचन्द्र वर्मा
2. सामान्य हिन्दी - डॉ. हरदेव बाहरी
3. मानक हिन्दी का व्यवहारपरक व्याकरण - रमेशचन्द्र मेहरोत्रा
4. शिक्षार्थी हिन्दी अंग्रेजी शब्दकोष - डॉ. हरदेव बाहरी
5. अंग्रेजी हिन्दी शब्दकोष - फादर कामिल बुल्के
6. मुहावरा लोकोक्ति कोष - भोलानाथ तिवारी, द्विजेंद्र नाथ
7. समानान्तर कोष - अरविन्द कुमार

BBA (Hons./Hons. With Research) SEM I

ENVIRONMENT

COURSE VAC 1

COURSE CODE BBA(H) 101

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 01 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 5 Marks each = 05×01 = 05 Marks			
2 - 03 long Answered questions of 10 Marks each = 10×03			
With internal choice of one question from each unit = 30 Marks			
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Definition, Scope, and importance, need for Public Awareness, Natural Resources and Associated Problems: Forest Resources, Water Resources, Mineral Resources, Energy Resources, Land Resources.		
UNIT - II	Ecosystems, Biodiversity, And Its Conservations, Concept, Structure and Function an Ecosystem, Producers, Consumers and Decomposers, Energy Flow in The Ecosystem, Ecological Succession, Food Chains, Food Webs, Ecological Pyramids. Levels Of Biological Diversity: Genetic, Species and Ecosystem Diversity		
UNIT - III	Environmental Pollution, Environmental pollution: concepts and types, Air, water, soil, noise, and marine pollution- causes, effects and controls, Concept of hazards waste and human health risks, Solid waste		

	management: Control measures of Municipal, biomedical and e-waste.
UNIT - IV	Environment Ethics, Issues and Possible Solutions, Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain and Their Impacts on Human Communities and Agriculture. Environment Laws: Wildlife Protection Act; Forest Conservation Act. Water (Prevention and Control of Pollution) Act; Air (Prevention & Control of Pollution) Act; Environment Protection Act; Biodiversity Act
UNIT - V	Human Population and The Environment, Population Growth, Variation Among Nations, Population Explosion Family Welfare Program, Environment and Human Health, Human Rights, Value Education, HIV/AIDS, Woman, and Child Welfare. Role Of Information Technology in Environment and Human Health, Case Studies.

REFERENCE BOOKS :

- 1- Agarwal K.C. 2001 Environmental Biology, Nidi.Publ. Ltd. Bikaner
- 2- Barouche Erach, The biodiversity of India, Mapin Publishing Pvt. Ltd Ahmedabad 380013 India, Email. Mapin@icenet .net (R)
- 3- Brunner R.C. 1989, Hazardous Waste Incineration. Mc. Grew Hill Inc. 480p
- 4- Clark R.S Marine pollution. Clanderson press Oxford (TB)
- 5- Cuningham. W.P. cooper , T.H Gorhani,E & Hepworth, M.T. 2001
- 6- Dr. A.K. Environmental chemistry, Willy Eastern Ltd.
- 7- Down to earth, center for science and Environment ®

BBA (Hons./Hons. With Research) SEM I
INTRODUCTION TO MANAGEMENT CONCEPT
COURSE DSC 1
COURSE CODE BBA(H) 103

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Management-Meaning and Definition, Evolution of Management thoughts, Major Contribution of F.W.Taylor, Hanry Fayol, Peter Drucker , Role of managers and Managerial Skill, Levels of Management, Concept of PODSCORB		
UNIT - II	Planning-Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making		
UNIT - III	Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line &		

Reference Books:

1. Essentials of Management - Koontz and Wehrich, McGraw-Hill Publication
2. Principles of Business Management-Dr.S.C.Saxena,Sahitya Bhawan Publication
3. Principles of Management -R.N.Gupta, S.Chand Publication
4. Principles of Management - Rajesh Vishwanthan, Himalaya Publishing House
5. Taxmann's Principles of Management with Case studies, Dr.Neeru Vasistha
6. Case studies in Management - Prem Vrat, KK Ahuja and PK Jain, Vikas Publication
7. Modern Business Administration and Management, Sherlekar S.A. Himalaya Publishing House

BBA (Hons./Hons. With Research) SEM I

INTRODUCTION TO ACCOUNTANCY

COURSE DSC 2

COURSE CODE BBA(H) 104

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Accounting Basic Accounting Concepts, Objectives of Accounting, Book-Keeping Vs. Accounting, Accounting Terminologies, Accounting Systems, Users of Accounting, Branches of Accounting, Accounting concepts and conventions ,Accounting Standards		
UNIT - II	Accounting Process Types of Accounts, Golden Rules of Accounts, Journal, Ledger Creation, Subsidiary Books, Preparation of Trial Balance, Classification and Rectification of Errors		
UNIT - III	Provision of Depreciation , Reserve & Goodwill Depreciation: Meaning, Causes and Methods of Depreciation- Straight Line Method ,Written Down Method, Change in Depreciation Method , Reserves & its types ,		

	Goodwill: meaning and methods of Goodwill calculation - Average Profit, Super Profit and Capitalization
UNIT - IV	Preparation Of Final Account Final Accounts of Sole Proprietorship and Partnership Firm -Introduction of Final Accounts, Adjustment Entries
UNIT - V	Partnership Accounts, Concept, Profit Loss Appropriation Account, Capital Accounts, Current Account and Admission and Retirement of a Partner. Dissolution Of Partner, Provision of Company Law Regarding, Maintenance of Accounts of Limited Company, Format Under Schedule VI, Accounting for Fresh Issue

Reference Books:

1. Advance Accountancy: Volume I- M.C. Shukla And Grewal ,S.Chand & Company Pvt.Ltd.,New Delhi
2. Advance Accountancy: S.P. Jain And K.L. Narang,Kalyani Publishers,New Delhi
3. Advance Accountancy: R.L. Gupta And M.Radhaswamy,Sultan Chand & Sons,New Delhi
4. Book Keeping And Accountancy-Dr.M.Sharma, Dr.D.K.Bhardwaj ,Sanjay Biyani, Ramesh Book Depot, Jaipur
5. Financial Accounting-V.Rajasekaran And R.Lalitha, Pearson Publications, Noida,Utter Pradesh
6. Accounting For Managers, S.K.Tripathi ,Laxmi Publications Pvt. Ltd
7. Basic Accounting ,K.M.Bansal And Ritu Gupta, Taxmann Publication

BBA (Hons./Hons. With Research) SEM I
INTRODUCTION TO MICRO ECONOMICS
COURSE DSC 3
COURSE CODE BBA(H) 105

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Economics, Definition, Scope and Significance of Economics, Difference between Micro and Macro Economics, Basic Economic Problems, Market Forces in Solving Economic Problems, Circular Flow of Income and Expenditure.		
UNIT - II	Concept of Utility-Law of Diminishing Marginal Utility Indifference curve analysis-consumer's equilibrium, Law of Demand determinants of demand, Elasticity of demand, Measurement of Elasticity of demand		
UNIT - III	Factor Pricing and Production Function, Cost and Revenue-Concepts and Curves, Innovation Theory of Profit ,Risk and Uncertainty theory of Profit- Liquidity Preference theory, Production function Long Run		

	& Short Run.
UNIT - IV	<p>Perfect Competition Concept of Perfectly Competitive market: Assumptions, Profit maximization conditions; Related concepts of Total Revenue, Average Revenue and Marginal Revenue, Shortrun and Long- run equilibrium of a firm; determination of short-run supply curve of a firm, measuring producer surplus under perfect competition</p>
UNIT - V	<p>Imperfect Competition Monopoly Concept of Monopoly: Sources of monopoly power; Short-run and Long-run equilibrium of a monopoly firm; Price discrimination; Social Cost of Monopoly (concept only). Monopolistic Competition Concept of Imperfectly Competitive market; Monopolistic Competition: Features and examples; Oligopoly: Non-Collusive Oligopoly: Sweezy’s Kinked demand Curve Model, Collusive Oligopoly: Cartel (concept with example)</p>

Reference Books:

1. Micro Economics-K C Dash- Himalaya Publishing House
2. Ahuja, H.L, Micro Economics, S.Chand
3. Mehta P.K, Singh M. – Micro Economics – Taxmann Publication
4. Micro Economics-T.R. Jain , B.D. Majhi, V.K. Global
5. Browning, E.K. and J.M. Browning; Microeconomic Theory and Applications, Kalyani Publishers, New Delhi.
6. Microeconomics I and Statistics: Das & Sengupta, Oxford University Press
7. Dwivedi, D.N. Micro Economics, Vikash Publication

BBA (Hons./Hons. With Research) SEM-I
INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION
COURSE GE 1
COURSE CODE BBA(H) 106

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p style="text-align: center;">Introduction to Mass Communication, Definition and scope of mass communication, Evolution of mass communication: from oral tradition to the digital age, Functions and importance of mass communication, Theories of mass communication: Normative, Agenda Setting, Magic Bullet, Cultivation, Uses and Gratifications, Dependency, etc.</p>		
UNIT - II	<p style="text-align: center;">Print Media, History and evolution of print media, Types of print media: newspapers, magazines, books, etc. Newspaper structure</p>		

	and functions: editorial, news, features, etc.
UNIT - III	Electronic Media, History and evolution of electronic media: radio, television, internet, etc. Radio broadcasting: formats, programming, impact, Television broadcasting: genres, production, audience dynamics, New media and digital journalism: social media, online news portals, blogging, etc.
UNIT - IV	Public Relations and Advertising, Concept and importance of public relations (PR), Role of PR in organizations and society, Advertising strategies and techniques
UNIT - V	Media Ethics and Laws, Ethical issues in journalism and mass communication, Codes of ethics for journalists and media professionals, Media laws and regulations: freedom of speech, defamation, privacy, etc, Role of media in democracy

Reference Books:

1. "Understanding Journalism" by John Wilson
2. "Journalism in India" by Rangaswami to Rarth Sarthi
3. "Mass Communication" by W.J.S. Murthy
4. "Mass Communication in India" by Keval J. Kumar
5. "Process and Effects of Mass Communication" by Wilber Schram

BBA (Hons./Hons. With Research)Sem-I
INTRODUCTION TO ELECTRONIC MEDIA
COURSE GE 1
COURSE CODE BBA(H) 106

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Communication: definition, elements and types of communication - concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.</p>		
UNIT - II	<p>Introduction to broadcasting – definition of broadcasting; evolution of broadcasting - broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and</p>		

	satellite transmission - new trends in broadcasting.
UNIT - III	Radio: characteristics, scope and limitations - brief history of radio.
UNIT - IV	Television: characteristics, scope and limitations - origin and development of television.
UNIT - V	News: types of news - news determinants - news story structure: lead, types of lead, body, conclusion - inverted pyramid style and hour glass style stories - headline writing - types of headlines in print.

Reference Books:

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
3. D S Mehta : Mass Communication and Journalism in India.
4. Dr. J V Vilanilam : Mass Communication in India.

BBA (Hons./Hons. With Research) SEM I

PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Financial Agreement, Business Report Writing, Company Bylaws, Employment Agreement, Meeting Minutes Document, Non-Disclosure Agreement, Business Plan.

PRACTICAL - II

Presentations

- Individual Presentation, Group Presentation, Objective Specific Presentations

SEMESTER 2

BBA (Hons./Hons. With Research) SEM II

FUNCTIONAL ENGLISH I

COURSE AEC 2

COURSE CODE BBA(H) 201

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 50		MINIMUM PASSING MARKS - 14	
UNIT - I	Functional Grammar : Nouns – Countable, Uncountable (Types), Pronouns – Personal, Relative and others, Verb and Verb Structure (infinitives and gerunds), Tenses.		
UNIT - II	Functional Grammar : Adverbs and Adverbial phrases, Comparisons and Intensification, Adverbs and Modifiers, Adjectives and Adjective Phrases.		
UNIT - III	Vocabulary : Synonyms, Antonyms & Homonyms, Diminutives and		

	Derivatives, Jargons or Registers.
UNIT - IV	Mechanics of Writing – Precise writing, Paragraph writing, Curriculum Vitae / Resume.
UNIT - V	Preparation of questionnaire for interview skills, Expansion/Working skills, Language of Newspapers, Letter Writing for Various Departments, Opinion Writing, Letter to Editor.

Reference Books:

1. Intermediate English Grammar by Raymond Williams.
2. Vocabulary by Michael Macarthyand Felicity O'Dell.
3. English Grammar by Jayanthi Dakshina Murthy.
4. Detailed Study of Kinds of Poetry, forms of Drama, Popular fiction, Book review etc.

BBA (Hons./Hons. With Research) SEM II
BASICS OF COMPUTER APPLICATION
COURSE SEC 1
COURSE CODE BBA(H) 202

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 50		MINIMUM PASSING MARKS - 14	
UNIT - I	Definition, Characteristics, Evolution of Computers, Basic Anatomy of the Computers, Types of Computers, Storage Unit (Primary and Secondary), Processing Unit, Input Devices & Output Devices, Computer Output Microfilm (COM), Computer software, High-level programming language – COBOL, Fortran, BASIC, PASCAL, ADA, LISP, Disc operating system, features of WINDOWS-95, Unix, Linux, Data Backup, Relationship between hardware and software, Software License		
UNIT - II	Data Communication Definition, Network Definition, Types of Networks – LAN, MAN, SAN, WAN, Network Structure - Server based network, client server network, Peer to Peer network, Star,		

	Network, Bus Network, Mesh Network, Network Media, Network Hardware, Common Terms In Internet World: WWW, Types of internet connection: Analog: Dial-up Internet Access, DSL – Digital Subscriber Line, ADSL - Asymmetric Digital Subscriber Line
UNIT - III	Commonly used software Packages like Microsoft Word, Microsoft Excel, Microsoft Power Point.
UNIT - IV	Introduction to World Wide Web- Internet Operations- Internet Browsers and Business .Websites, Use of Search Engines and Google Applications, Introduction to SAP, IP addresses, IP protocol, various ERP packages, Implementation of ERP..
UNIT - V	Using Spreadsheet, Basics of spreadsheet, manipulation of cells. formulas and functions, editing of spreadsheet, printing of spreadsheet.

Reference Books:

- 1."Computer Fundamentals" by P.K. Sinha
2. "Computer Awareness" by R. Pillai
3. "The Non-Designer's Design Book" by Robin Williams (Peachpit Press)
- 4."Internet Basics" by Kevin Wilson

BBA (Hons./Hons. With Research) SEM II

INTRODUCTION TO MARKETING

COURSE DSC 4

COURSE CODE BBA(H) 203

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Marketing Management; Understanding Basics.; Core Concepts of Marketing; Different Type of Orientations; Marketing Social, International, Global; Marketing Process; Marketing Plan; Rural Marketing.		
UNIT - II	Environmental Influences; Different Environments and Their Influences; Understanding Consumer and Industrial Market; Understanding Consumer and Competition.		
UNIT - III	Marketing Mix; Understanding Marketing Mix; Market Segmentation, Targeting and Positioning; Marketing of Services.		
UNIT - IV	Product; Product Mix; Product Classification: Consumer Goods		

	and Industrial Goods; Product Life Cycle; Brands: USP, EVP; New Product Development; Pricing: Nature of Price; Factors Affecting Pricing and Steps in Price Determinations; Pricing Strategies, Price Selection Techniques.
UNIT - V	Distribution And Promotion; Importance and Function of Distribution Channel; Channel Design Selection; Channel Members and Their Management; Promotion Mix.

Reference Books:

1. Philip Kotler, Marketing Management Analysis, PHI, New Delhi.
2. R.S. Davar, Modern Marketing Management, Universal Book Sellers, New Delhi.
3. Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.
4. McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.
5. Ramaswamy, V.S. I, Marketing Management: Analysis, Planning: Implementation & Control, Macmillan, Chennai.
6. Philip Kotler & Armstrong Jr., Principles of Marketing: PHI, New Delhi.
7. Ramaswamy V.S. & Nama Kumari's. Marketing Management Planning, Implementation & Control, McMillan India Ltd.

BBA (Hons./Hons. With Research) SEM II
INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR
COURSE DSC 5
COURSE CODE BBA(H) 204

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction To Organisational Behaviour: Organisational Behaviour -Concept and Significance; Relationship Between Management and Organisational Behaviour; Emergence Of Ethical Perspective; Attitudes; Perception; Learning; Personality		
UNIT - II	Process Of Motivation; Theories of Motivation – Need Hierarchy Theory, Theory X And Theory Y, Two Factor Theory, Alderfer's ERG Theory, McClelland's Learned Need Theory, Victor Vroom's Expectancy Theory, Stacy Adams Equity Theory		

<p style="text-align: center;">UNIT - III</p>	<p style="text-align: center;">Leadership Concept and Theories: Concept; Leadership Styles; Theories -Trait Theory, Behavioural Theory, Fielder's Contingency Theory; Hersey and Blanchard's Situational Theory; Managerial Grid; Likert's Four Systems of Leadership.</p>
<p style="text-align: center;">UNIT - IV</p>	<p style="text-align: center;">Group Dynamics and Team Development: Group Dynamics -Definition and Importance, Types of Groups, Group Formation, Group Development, Group Composition and Group Performance Factors, Interpersonal and Organisational Communication, Transaction Analysis, Organisational Conflict and Organisational Development</p>
<p style="text-align: center;">UNIT - V</p>	<p style="text-align: center;">Conflicts: Meaning, Types, Conflict Process, Conflict Management Techniques. Crisis Management: Definition, Types, Models and Communication, Importance of Crisis Management.</p>

Reference Books:

1. Luthans Fred, Organizational Behaviour.,New York, McGraw Hill.
2. Robbins S.P., Organizational Behaviour, New Delhi, PHI.
3. Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
4. Davis Keith, Human Behaviour at Work, TMH, New Delhi
5. Pareek Udai, Organizational Behaviour, Oxford, IBH, Mumbai
6. Hersey Paul and Blanchard, Management of Organizational Behaviour, Prentice Hall of India, New Delhi.
7. Uma Shekharan, Organization Behaviour, TMH, New Delhi.

BBA (Hons./Hons. With Research) SEM II
INTRODUCTION TO FINANCIAL MANAGEMENT
COURSE DSC 6
COURSE CODE BBA(H) 205

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Meaning of Financial Management, Finance Functions, Organization structure of Finance Department; Goals of Financial Management, Financial Decisions-Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing Financial Plan.</p>		
UNIT - II	<p>Meaning, Need, Future Value (Simple interest and compound interest); Present Value (Single Flow, series of cash flow, even and uneven Flow, Annuity and</p>		

	perpetuity); Doubling Period; Concept of Valuation -Valuation of Bonds, Debentures and Shares (Simple Problems) .
UNIT - III	Financing Decision: Sources of Long-term Finance - Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Break-even level of EBIT (Problems), Leverages –Meaning, types, Problems. Dividend Decision: Meaning of Dividend, Types of Dividends, Determinants of Dividend, Bonus Shares (Meaning only), Dividend Policy – Meaning and types, Factors influencing dividend policy.
UNIT - IV	Investment Decision, Meaning, Scope, Features & Significance of Capital Budgeting, Techniques -Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)
UNIT - V	Meaning and need for Working Capital, Components of Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Significance of Adequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)

Reference Books:

1. I M Pandey, Financial Management. Vikas Publication.
2. Prasanna Chandra, Financial Management, TMH
3. S N Maheshwari, Financial Management, Sultan Chand
4. Khan and Jain, Financial Management, TMH

5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India

6. Dr. Aswathanarayana.T ,Financial Management, VBH

BBA (Hons./Hons. With Research) SEM II

MEDIA ECONOMICS

COURSE GE 2

COURSE CODE BBA(H) 206

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Media Economics, Understanding the economic principles underlying media industries, Media economics, Economic models of media organizations, Market structures in media industries		
UNIT - II	Media Business Models, Traditional vs. new media business models, Advertising as a revenue source, Subscription and paywalls, Crowdfunding and patronage models, Impact of digitalization on media business models		

<p style="text-align: center;">UNIT - III</p>	<p>Media Regulation and Policy, Regulatory frameworks governing media industries, Impact of government policies on media economics, Media ownership regulations, Role of competition laws in media industries</p>
<p style="text-align: center;">UNIT - IV</p>	<p>Media Consumption and Audience Behavior, Economics of media consumption, Audience measurement metrics, Factors influencing media consumption patterns, Impact of technological advancements on media consumption</p>
<p style="text-align: center;">UNIT - V</p>	<p>Globalization and Media Economics, Global media markets, International trade in media products, Cultural imperialism vs. cultural globalization, Challenges and opportunities for media industries in the global market</p>

Reference Books:

1. "Media Economics: Understanding Markets, Industries and Concepts" by Alison Alexander
2. "Digital Media Economics" by Alan B. Albarran
3. "Media Policy and Globalization" by Paula Chakravartty and Katharine Sarikakis
4. "Audience Economics: Media Institutions and the Audience Marketplace" by Philip M. Napoli

BBA (Hons./Hons. With Research) SEM II

PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Transactional Document, Business Insurance, Business Compliance Document, Proposals, Company Policy, Administration Related Paper works.

PRACTICAL - II

Case Study

- Marketing and Finance related Case Studies.

SEMESTER 3

BBA (Hons./Hons. With Research) SEM III
BASICS OF BUSINESS COMMUNICATION
COURSE AEC 3
COURSE CODE BBA(H) 301

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Evolution Of Social Groups and Organic Structure and Society, Essential of Communication in Social Groups, Concept, Definition and Elements of Human Communication, Functions of Communication and Socialization, Role of Communication in Socialization.		
UNIT - II	Types Of Communication, Process and Elements of Communication, Intrapersonal Communication, And Interpersonal Communication, Group Communication and Public communication, Mass Communication, Verbal-Non-Verbal Communication, Oral and Written Communication.		
UNIT - III	Communication & Listening Skills, Visual Communication, Science Symbols		

	and Code Systems, Communication Skills, Listening Importance, Art of Developing Listening Skills, Barrier in Communication, Dress Codes, Mannerism, Accent and Etiquettes.
UNIT - IV	Models Of Communication, Lasswell Model, Wilbur Schramm's, Participatory Model of Communication, Osgood's Model of Communication, Dance Model of Communication, Communication Flows: One Step, Two Step, Multi-Step, Flow of Communication, Indian Perspective of Communication.
UNIT - V	Communication Technologies, Mass Communication Concept Process, Types and Role, Public Opinion, Propaganda, Public Sphere, Publicity, Communication Technologies, Mass Media: Print, Electronic, New Media, Strength and Weakness of Mass Media.

Reference Books:

1. Business Communication concepts and skills T. N Chhabra. Sun India
2. Raman, Meenakshi and Prakash Singh. 2006. Business communication. New Delhi: Oxford University Press.
3. Ober Scot. 2004. Contemporary Business Communication, Fifth Edition, New Delhi: Biztantra
4. Bell A. H. and Dayle Smith 1999 Management Communication, Singapore: John Wiley & Sons (Asia) Pvt. Ltd.
5. Bovee Courtland, L.2003. Business Communication Today, Seventh Edition. Delhi: Pearson Education.

BBA REGULAR SEM III
VALUE EDUCATION
COURSE VAC 2
COURSE CODE BBA(H) 302

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	<p style="text-align: center;">Concept of Human Values, Value Education Towards Personal Development Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.</p>		
UNIT - II	<p style="text-align: center;">Personal Development : Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers.</p>		

<p>UNIT - III</p>	<p>Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.</p>
<p>UNIT - IV</p>	<p>Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building</p>
<p>UNIT - V</p>	<p>Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.</p>

Reference Books:

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999.
6. NCERT, Education in Values, New Delhi, 1992.

BBA (Hons./Hons. With Research) SEM III

BUSINESS MATHEMATICS

COURSE DSC 7

COURSE CODE BBA(H) 303

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Ratio Gaining and Sacrificing Ratio; Proportion; Percentage; Commission; Discount and Brokerage		
UNIT - II	Simultaneous Equations; Meaning and Characteristics; Types and Calculations; Preparations of Invoice.		
UNIT - III	Elementary Matrices; Definition and Calculations; Types of Matrices; Numerical.		

UNIT - IV	Logarithms; Antilogarithms; Principles and Calculations.
UNIT - V	Simple Interest; Compound Interest; Profit and Loss; Introduction to Linear Programming.

Reference Books:

1. Sancheti & Kapoor: Business Mathematics and Statistics, SultanChand
2. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash Publications
3. Saha: Mathematics for Cost Accountants, Central Publishers.
4. Azharuddin: Business Mathematics, Vikas Publishers.
5. R.S Bhardwaj: Mathematics for Economics & Business

BBA (Hons./Hons. With Research) SEM III

HUMAN RESOURCE MANAGEMENT

COURSE DSC 8

COURSE CODE BBA(H) 304

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Concept of HRM, Characteristics of HRM, Scope of HRM, Objectives of HRM, Importance of HRM, Functions of HRM, Roles of HRM, Origin, Evolution and Development of HRM		
UNIT - II	Human Resource Planning, Concept of HRP, Factors affecting HRP, Process of HRP		
UNIT - III	Job Design and its Techniques: Concept of Job Design, Approaches to Job Design, Factors affecting Job Design,		

	Techniques of Job Design
UNIT - IV	Job Analysis and Description: Job Analysis, Significance of Job Analysis, Process of Job Analysis, Methods of information collection for Job Analysis, Job Description, Components of Job Description, Job Specification
UNIT - V	Human Resource Procurement : Concept of Recruitment, Importance of Recruitment, Recruitment Process, Sources of Recruitment, Meaning of Employee Selection, Selection Procedure 18, Meaning of Employee Placement, Meaning of Induction, Induction in Indian companies, Conducting Effective Induction Programme.

Reference Books:

1. Asthappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi.
2. Das, R.P. Management of Industrial Relations, Varanasi, MTC
3. Rao, N and Das R.P. Cases in Human Resource Management, Himalaya Publishing House, Mumbai.
4. De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.
5. Guy, V & Mattock J. The New International Manager, London, Kogan Page.
6. Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.
7. Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata McGraw Hill.

BBA (Hons./Hons. With Research) SEM III
COST AND MANAGEMENT ACCOUNTING
COURSE DSC 9
COURSE CODE BBA(H) 305

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction: Nature and Scope of Cost Accounting; Cost, Concepts and Classification, Methods and Techniques; Installation Of Costing System.		
UNIT - II	Accounting For Material; Accounting for Labour; Accounting for Overheads.		
UNIT - III	Element Of Cost and Assessment Of Cost; Preparation Of Cost Sheet; Statement Of Cost.		

UNIT - IV	Management Accounting- Meaning and Scope; Functions and Importance of Management Accounting.
UNIT - V	Marginal Costing: Nature, Scope and Objectives; Marginal Costing Vs Absorption Costing.

Reference Books:

1. Jain,S.P & Narang,K.L.,Cost Accounting, Kalyani Publishers
2. Khanna, B.S. Pandey, I.M-Ahuja, G.K and Arora M.N., Practical Costing, S Chand & Sons
3. Murthy A & GurusamyS, Cost Accounting, Vijay Nicole Imprints Pvt .Ltd .Chennai
4. Reddy,T.S.and Hariprasad Reddy, Y, Cost Accounting, Margam Publications
5. Prasad,N.K and Prasad,V.K, Cost Accounting, Book Syndicate
6. Saxena and Vashist, Cost Accounting Sultan Chand and Sons,2014,NewDelhi

BBA (Hons./Hons. With Research) SEM III
BANKING OPERATIONS MANAGEMENT
COURSE DSE 1
COURSE CODE BBA(H) 306

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Introduction to Banking System Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, Regulatory Environment for commercial bank in Indian core banking: Banking Regulation Act, 1949. Digital payment service providers and gateways.</p>		
UNIT - II	<p>Relationship between Banker and customers Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer accounts,</p>		

	Negotiable Instruments and their features. Cheques, crossing, Endorsement, Presentment, Dishonour
UNIT - III	Paying and collecting Banker Rights and liabilities of Paying and collecting Banker, conditions for honoring customer's cheque, Protection to Paying Banking, Statutory Protection. Payment in due course. Money paid by mistake. Duties of collecting Banker
UNIT - IV	Loans and Advances Principles of bank lending, Methods of granting advances: cash credit, overdrafts, bill discounting and purchasing, letter of credit, loans, Forms of securities: Lien, pledge, mortgage, hypothecation. Guarantees: contract of guarantee and indemnity. Kinds of Guarantees
UNIT - V	Asset Liability Management and Non-Performing Assets - Concept of ALM – Objectives – Functions – Process – Measurement and Management of Risks Concept of NPAs, NPAs in Indian commercial banks, Causes, Suggestions and steps for containing NPAs, Prudential norms

Reference Books:

1. Srivastava, Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House.
2. M. Y. Khan, Indian Financial System , Tata McGraw Hill.
3. Bharati Pathak, Indian Financial System,
4. Gerald Hatler, Bank Investments and Funds Management, Macmillan
5. Stigum, Managing Bank Assets and Liabilities, Dow-Jones Irwin.

6. Dudley Lockett, Money and Banking, MacGraw Hill.

7. Vasant Joshi, Vinay Joshi, Managing Indian Banks- Challenges Ahead”, Response Books.

BBA (Hons./Hons. With Research) SEM III

TALENT MANAGEMENT & HRIS

COURSE DSE 1

COURSE CODE BBA(H) 306

CREDIT POINTS - 02	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Talent Management: Introduction, Overview, History, Scope and Need of Talent Management, Key Processes of Talent Management, Talent vs. Knowledge People, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent		
UNIT - II	Talent Planning: Objectives, steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life- cycle, Innovative talent planning, Current Industry Practices for Talent Planning.		

	Coaching and Mentoring as Career Development Tools.
UNIT - III	Talent Management and HRIS: How is HRIS helpful in Talent Management. Database Concepts and Applications in HRIS, Assessing Organizational Needs for HRIS. HR Administration and e-HRM,
UNIT - IV	Database Concepts and Applications in Human Resource Information Systems: Data, Information, and Knowledge Database Management Systems. HRIS Training and Development, HRIS Performance Management and Rewards Administration, HRIS Metrics and Workforce Analytics
UNIT - V	Security, Size & Style of Organizations & HRIS - Security of Data and Operations of HRIS Modules - Common Problems during IT Adoption Efforts and Processes to Overcome - Orientation & Training Modules for HR & other Functionaries – Detailed Analytical Framework - Opportunities for combination of HRM & ITES Personnel - HRIS & Employee Legislation - An Integrated View of HRIS.

Reference Books:

1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15th Edition.
2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.

3. Kavanagh MJ . T Mohan , Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.

4. Badgi S M (2012), Practical Guide to Human Resource Management Systems, PHI publication.

BBA (Hons./Hons. With Research) SEM III
PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Collection of Partnership Deed, Collect the nature of business activities of any 10 Private and Public Companies, Collect the profiles of FW Taylor and Henry Fayol, Preparation of Imaginary Business plan

PRACTICAL - II

Case Study

- Choose any MNC and present your observations on training program, Develop a format for performance appraisal of an employee.

SEMESTER 4

BBA (Hons./Hons. With Research) SEM IV

FUNCTIONAL ENGLISH II

COURSE AEC 4

COURSE CODE BBA(H) 401

CREDIT POINTS - 02

**TOTAL
MARKS -
50**

**THEORY -
35**

CIA - 15

Scheme of Examination

1 - 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 4 Marks each = 05×04

= 20 Marks

2 - 05 long Answered questions of 10 Marks each = 05×10

With internal choice of one question from each unit

= 50 Marks

MAXIMUM MARKS - 70

MINIMUM PASSING MARKS - 28

UNIT - I

Advanced Grammar and Usage, Review of Basic Grammar: Parts of Speech, Tenses, and Sentence Structure, Complex and Compound Sentences, Modals, Conditionals, and Passive Voice, Direct and Indirect Speech, Common Grammatical Errors and How to Avoid Them

UNIT - II

Academic Writing / Technical Writing / Content Writing
Story writing based on given outline. Social Media

	(emails, blogs etc)
UNIT - III	Strategies for Effective Reading, Analyzing Non-Fiction Texts, Critical Reading of News Articles and Reports, Summarizing and Paraphrasing, Responding to Texts: Reviews and Critiques
UNIT - IV	Listening and Speaking Skills, Advanced Listening Techniques: Note-taking, Summarizing, Public Speaking: Techniques and Practice, Debates and Discussions: Strategies for Effective Participation, Interviewing Skills: Conducting and Responding, Pronunciation and Accent Neutralization
UNIT - V	Functional English in Media and Communication, Language for Journalism: News Writing, Headlines, and Leads, Functional English for Public Relations: Press Releases, Newsletters, Advertising Language: Creating Impactful Copy, Script Writing for Radio and Television, Ethical Considerations in Media Communication

Reference Books:

1. "High School English Grammar and Composition" by Wren & Martin
2. "English Grammar in Use" by Raymond Murphy
3. "Writing Skills" by R. C. Sharma and Krishna Mohan
4. "The Art of Public Speaking" by Stephen Lucas
5. "Media Writing: Print, Broadcast, and Public Relations" by W. Richard Whitaker, Janet E. Ramsey, and Ronald D. Smith
6. "Writing for the Mass Media" by James G. Stovall
7. "The Art of Writing Advertising" by Denis Higgins

BBA (Hons./Hons. With Research) SEM IV

WEB ANALYTICS

COURSE SEC 2

COURSE CODE BBA(H) 402

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Introduction- What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic		
UNIT - II	Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, Adsense.		
UNIT - III	Content Performance Analysis- Pages and Landing Pages, Event Tracking		

	and AdSense, Site Search.
UNIT - IV	. Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking.
UNIT - V	Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking.

Reference Books:

1. Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By Michael Beasley · 2013
2. Advanced Web Metrics with Google Analytics By Brian Clifton · 2010

BBA (Hons./Hons. With Research) SEM IV

BUSINESS LAWS AND ETHICS

COURSE DSC 10

COURSE CODE BBA(H) 403

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Indian Contract Act 1872.; Formation of Contract: Essential Elements of a Valid Contract: Offer, Acceptance, Consideration, Capacity, Free Consent, And Law Full Agreement.; Classification of Contract General, Special, Void, Voidable, Contingent Contract, Quasi Contract, Performance of Contract, Discharge of Contract and Remedies for Breach of Contract Agency.		
UNIT - II	Sale Of Good Act,1930.; Formation of Contract of Sales and Goods, Condition and Warranty, Transfer of Property in Goods.; Performance of Contract of Sales, Unpaid Seller.; Negotiable Instrument Act 1981:		

	Definitions and Characteristics of Negotiable Instruments.; Holder and Holder in Due Courses, Crossing of Cheque.; Dishonour Ad Discharge of Negotiable Instruments.
UNIT - III	Consumer Protection Act 1986; Object of The Act, Salient Features of The Act, Definition of Consumer, Complaint, Service.; Unfair Trade Practice Ad Central and State Consumer Protections Council.; Consumer Disputes Redressal Agencies, Power, And Functions.; Partnership Act 1932- Definition, Nature, And Kinds of Partnership.; Rules Regarding Registration Rights and Duties of Partnership Dissolution
UNIT - IV	.Company Law Act 1956; (Part-1) Definition of Company, Types of Companies, Formation of Company.; Memorandum and Articles of Association, Contents and Alteration of Memorandum and Articles of Associations.; Prospectus and Statement In Lieu Of Prospectus.; Company Law Act 1956(Part-2): Share and Share Capital.; Meetings Statutory Meeting, Annual General Meeting, And Extra-Ordinary General Meeting; Directors- Definitions, Types, Appointment, Powers, Functions Ad Duties.
UNIT - V	Foreign Exchange Management Act 1999; Object Of FEMA, Definitions- Capital Account Transaction, Currency, Current Account Transaction.; Foreign Exchange and Its Regulation and Management of Foreign Exchange.; Business Ethics.; Managerial Ethics and Employee Ethics.

Reference Books:

1. Kapoor N.D., Elements of Mercantile Law & Elements of Company Law

2. Bagrial A.K, Company Law
3. Kuchal M.C., Mercantile Law
4. Chakraborty,S.K., Management by Values
5. Ferrell, Fraedrich, Business Ethics: A Case Perspective,

BBA (Hons./Hons. With Research) SEM IV

ADVERTISING AND PUBLIC RELATION

COURSE DSC 11

COURSE CODE BBA(H) 404

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Concept, Nature, Definitions, Evolution and History Role, Objectives, Functions, and Significance, Basic Theories and Applications, Types and Classification of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages		
UNIT - II	Theories, Models and Appeals in Advertising, Understanding the Target Audience, Strategic Planning and Brand Management..		

<p style="text-align: center;">UNIT - III</p>	<p style="text-align: center;">Ad Agency: Structure & Functions, Account Planning and Client Servicing, Research and Campaign Planning, Ideation and Copy Writing, Media Planning</p>
<p style="text-align: center;">UNIT - IV</p>	<p style="text-align: center;">Understanding PR & CC, PR –Concepts, Definitions and Theory, Brief History of Public Relations and Emergence of Corporate Communication - The Historical Links." The Evolution of PR- The Pioneers and their Works (Ivy Lee and Edward Burney) " Theoretical Underpinnings in PR – JM Grunig’s Model of Symmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory " Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising " Defining Publics/Stakeholders</p>
<p style="text-align: center;">UNIT - V</p>	<p style="text-align: center;">Tools and Techniques for PR, Writing for Public Relations, Process, Research & Evaluation, Crisis Communication, Financial & Trade Communication, Corporate Identity & Image Management, Corporate Social Responsibility</p>

Reference Books:

1. Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
2. Bovee & Arens. Contemporary Advertising. USA: Irwin.
3. Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house.
4. Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- 5.Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
6. Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.

BBA (Hons./Hons. With Research) SEM-IV

BUSINESS ORGANIZATION

COURSE DSC 12

COURSE CODE BBA(H) 405

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Nature And Purpose of Business, Characteristic of Business, Economic Activity, Essential of Successful Business, Indian Business Environment.		
UNIT - II	Forms Of Business Organisation, Sole of Proprietorship: Types, Formation, Rights and Duties of Partners, Ownership- Join Hindu Family Firm, Join Stock Company, Cooperative Organization, Its Type, And Formation, Factor Influencing Choice of a Suitable Type		

<p style="text-align: center;">UNIT - III</p>	<p>Promotion Of a Company, Formation and Incorporation of a Company, Capital Subscription, Memorandum and Articles of Association and Prospectus, Types of Companies, Classification Exemption and Privileges of Private Companies</p>
<p style="text-align: center;">UNIT - IV</p>	<p>Public Enterprise, Role of Government in Regulation of Economic Activities, Rationale of Govt. Role and Forms of Public Enterprises, Public Corporation, Government Companies, Joint Sector Companies and Public Utilities, Small Business: Definition, Scope, Role and Government Policies. Operating Problem of Small Business, Function Of SIDBI, Multinational Corporations, And Indian, Transnational Corporation.</p>
<p style="text-align: center;">UNIT - V</p>	<p>Social Responsibilities of Business, Concept, Business Ethics and Business Values, Social Responsibility of Business in India, Corporate Governance: Definition, Need, Importance and Principle Of Corporate Governance, Forms Of Business, Organisation In New Millennial, Corporate Sustainability Initiative By Indian Business Groups.</p>

Reference Books:

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand& Sons.

6. R.K. Sharma, Business Organisation & Management Kalyani Publishers

7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

BBA (Hons./Hons. With Research) SEM-IV

BASICS OF ENTREPRENEURSHIP

COURSE DSE 2

COURSE CODE BBA(H) 406

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Meaning & concept, characteristics, role of entrepreneurship in economic development, Difference between entrepreneur and intrapreneur, Type of entrepreneurship, factors affecting entrepreneur growth,		
UNIT - II	Theories of Entrepreneurship- Schumpeter's Theory, McClelland's Theory, Max Weber's Theory, Hagen's Theory, John Kunkle's Theory		

<p style="text-align: center;">UNIT - III</p>	<p>Rural entrepreneurship-meaning, Need, problems of rural entrepreneurship Social entrepreneurship-Meaning, Difference between business entrepreneur and social entrepreneur, Case-The Grameen Bank, Success story of Mansukhbhai Prajapati- Mitticool</p>
<p style="text-align: center;">UNIT - IV</p>	<p>Woman Entrepreneurship-concept, functions & problems ,remedial measures, success story of any woman entrepreneurs, Social Entrepreneurship) Meaning and Definition ii) Importance of Social Entrepreneurship iii) Ethics in Social Entrepreneurship iv) Forms/Types of Social Entrepreneurship</p>
<p style="text-align: center;">UNIT - V</p>	<p>Start up- Mobilizing resources for Start up, steps for start up B) Stand up- Concept and Importance C) Make in India- Concept and Importance D) Incubation Centre- Concept and Importance E) Pradhan Mantri Mudra Yojana (PMMY): Concept, Importance and Procedure</p>

Reference Books:

1. Entrepreneurship Development: Vasant Desai, Himalaya Publishing House
2. Entrepreneurship Development: S.S.Khanka, S.Chand Publication
3. Project Preparation, Appraisal, Implementation: Prasanna Chandra, Tata McGraw Hill Publication
4. Entrepreneurship Development: E.Gordon and K.Natarajan ,Himalaya Publishing House
5. Fundamentals of Entrepreneurship: Amit Kumar,Amita Dubey and Pooja Doobey, Sahitya Publishing House
6. Fundamentals of Entrepreneurship: Sanjay Gupta, Sbpd Publications

BBA (Hons./Hons. With Research) SEM-IV

TOTAL QUALITY MANAGEMENT

COURSE DSE 2

COURSE CODE BBA(H) 406

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Basic Concepts in the Development of Construction Plans - Choice of Technology and Construction Method - Defining Work Tasks - Defining Precedence Relationships among Activities - Estimating Activity Durations - Estimating Resource Requirements for Work Activities - Coding Systems		
UNIT - II	Construction Schedules - Critical Path Method – Scheduling Calculations - Float - Presenting Project Schedules - Scheduling for Activity-on-Node and with Leads, Lags, and Windows - Scheduling with Resource Constraints and Precedences - Use of Advanced Scheduling Techniques - Scheduling with Uncertain Durations - Calculations for Monte Carlo Schedule Simulation - Crashing and Time/Cost Tradeoffs - Improving the Scheduling		

	Process.
UNIT - III	The Cost Control Problem - The Project Budget - Forecasting for Activity Cost Control - Financial Accounting Systems and Cost Accounts - Control of Project Cash Flows - Schedule Control - Schedule and Budget Updates - Relating Cost and Schedule Information
UNIT - IV	Quality Concerns in Construction - Organizing for Quality - Work and Material specifications - Total Quality Control - Quality Control by Statistical Methods - Statistical Quality Control with Sampling by Attributes - Statistical Quality Control with Sampling by Variables
UNIT - V	Types of Project Information - Accuracy and Use of Information - Computerized Organization and Use of Information - Organizing Information in Databases - Relational Model of Databases - Other Conceptual Models of Databases - Centralized Database Management Systems - Databases and Applications Programs - Information Transfer and Flow.

Reference Books:

1. Dale H.Besterfiled, et al., “Total Quality Management”, Pearson Education, Inc.2003. (Indian reprint 2004). ISBN 81- 297-0260-6.
2. Evans. J. R. & Lindsay. W,M “The Management and Control of Quality”, (5thEdition),SouthWestern (Thomson Learning), 2002 (ISBN 0-324-06680-5).
3. Feigenbaum.A.V. “Total Quality Management”, McGraw-Hill, 1991.
4. Oakland.J.S. “Total Quality Management”, Butterworth Heinemann Ltd., Oxford,1989.
5. Narayana V. and Sreenivasan, N.S. “Quality Management – Concepts and Tasks”,New Age

BBA (Hons./Hons. With Research) Sem-IV

PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Create a project report on linkedin marketing strategy.

PRACTICAL - II

Presentations

- Individual Presentation, Group Presentation, Objective Specific Presentations

SEMESTER 5

BBA (Hons./Hons. With Research) SEM-V
DEMOCRACY, ELECTION AND GOOD GOVERNANCE
COURSE VAC 3
COURSE CODE BBA(H) 501

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Democracy in India a) Indian parliamentary democracy b) Lok Sabha c) Rajya Sabha, Important concepts of Indian Democracy a) Fundamental rights in Indian constitution b) Fundamental duties in Indian constitution c) Challenges of national integrity		
UNIT - II	Constitution of India , Evolution of Democracy, Different Models, Dimensions of Democracy: Social, Economic and Political, Decentralization: Grassroots Level Democracy, Challenges before Democracy: women and marginalized sections of the society		

UNIT - III	. Good Governance a) Meaning and concepts of good governance b) Government and governance c) Good governance from directives principles of state policy
UNIT - IV	Election to Local Self Government Bodies Indian tradition of decentralization, . History of Panchayat Raj institution in the lost independence period ,73rd and 74th Constitutional Amendment Acts: Institutions at the local level and Role of State Election commission
UNIT - V	Body Elections: Urban & Rural-Duties of an Individual towards electoral process, Challenges of caste, gender, class, democracy and ethnicity

Reference Books:

1. Banerjee-Dube, I. (2014). A history of modern India. Cambridge University Press.
2. Basu, D. D. (1982). Introduction to the Constitution of India. Delhi: Prentice Hall of India.
3. Bhargava, R. (2008). Political theory: An introduction. Chennai: Pearson Education India.
4. Bhargava, R., & Vanaik, A. (2010). Understanding Contemporary India: Critical Perspective. New Delhi: Orient Blackswan.
5. Chandhoke, N., & Proyadardhi, P. (Ed.). (2009). Contemporary India: Economy, Society, Politics. Chennai: Pearson Education India.

BBA (Hons./Hons. With Research) SEM-V

DATA LITERACY

COURSE SEC 3

COURSE CODE BBA(H) 502

CREDIT POINTS - 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Data- Meaning and Types, Nature and Properties of Data, Uses of Data		
UNIT - II	Sources of Data, Types of Government Data, Types of Measurement, Reliability and Validity		
UNIT - III	.Techniques of data Collection, Text as Data, Different Data sets and how ot read them		
UNIT - IV	Data visualization. Graphical and Tabular representation of data, Types		

	of Data Analysis
UNIT - V	Turning data into information, scatter plots, bar charts, line graphs, box plots and histograms, frequency tables, mean, mode, median, and measures of spread

Reference Books:

1. Waliman Nicholas. Research Methods- The Basics, Routledge, 201
2. Pandey .Pand Pandey MM. , Research Methodology: Tools and Techniques, Bridge Center, 2015
3. Kothari C. R. Research Methodology: Tools and Techniques, (Chapter 6), New Age International Publishers, 1990
4. Research Methods, Alagappa University, Unit 8-11. Vikas Publishing House, 2020

BBA (Hons./Hons. With Research) SEM-V

BUSINESS TAXATION

COURSE DSC 13

COURSE CODE BBA(H) 503

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Indian Tax System, direct and indirect taxes. The structure and scope of Indian Income Tax Act, concepts and definitions under the Act, Agricultural Income, Assessee, Assessment year, Income, previous year, person, residential status, Tax liability, scope, and total income.		
UNIT - II	Heads of Income: Salaries, Income from House property, Profit, Gains from business and Profession, Capital gains and Income from othersources.		

UNIT - III	Computation of total income & Tax liability of an individual, Deduction from gross total income.
UNIT - IV	Assessment of firm, Corporate Taxation – Assessment of companies
UNIT - V	GST, customs duty, income tax, service tax, and central excise duty, Excise and Customs Act. Highlights.

Reference Books:

1. Direct Taxes – Law and Practice – Vinod Singhnia
2. Bare Acts and rules of the relevant taxes
3. Taxman’s Indirect Taxes: Law & Practice – V S. Datey.
4. GST Law 5. Dr. Katke Venkatesh, Goods and Services Tax in India, Laxmi Book Publication, Solapur

BBA (Hons./Hons. With Research) SEM-V
SALES AND DISTRIBUTION MANAGEMENT
COURSE DSC 14
COURSE CODE BBA(H) 504

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Nature and Scope of Sales Management; Objectives and functions of Sales management; Prospecting for customers; Modes of sales presentation, Designing and delivering of sales presentation; Recruiting and selecting Sales Personnel – Methods and administering selection procedures;</p>		
UNIT - II	<p>Developing Sales Training Programmes, Executing and Evaluating sales training programmes; Motivating Sales Personnel; Compensating sales personnel, Designing and Administering various Compensation Plans; Controlling Sales</p>		

	<p>personnel and managing sales evaluation programmes, Comparing standards with actual performances of sales personnel;</p>
UNIT - III	<p>Objective and Types of Quotas, Quota setting procedure, administering the quota system; Designing Sales Territories and Allocating Sales efforts to sales territories;</p>
UNIT - IV	<p>An Overview of Marketing Channels; Structure, Functions and Relationships of channels of Distribution; Channel Dynamics- Channel Planning and organizational Patterns in Marketing Channels; Channel Design Process and Channel Management Decisions</p>
UNIT - V	<p>Channel Intermediaries- Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions; Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Role of Information System in Distribution Channel Management; Assessing Performance of Marketing Channels.</p>

Reference Books:

1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition
3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition

BBA (Hons./Hons. With Research) SEM-V

CONSUMER BEHAVIOUR

COURSE DSC 15

COURSE CODE BBA(H) 505

CREDIT POINTS - 04

**TOTAL
MARKS -
100**

**THEORY -
70**

CIA - 30

Scheme of Examination

1 - 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks

2 - 05 long Answered questions of 10 Marks each = 05×10

With internal choice of one question from each unit = 50 Marks

MAXIMUM MARKS - 70

MINIMUM PASSING MARKS - 28

UNIT - I

Definition Of Consumer Behavior, Consumer and Customer, Buyers and Users, Development of Consumer Behavior Field, Development of Marketing Concept, Disciplines Involved in The Study Of Consumer Behavior.

UNIT - II

Consumer An Individual Consumer Motivation, Personality, Perception, Learning, Attitude, Attitude Change

<p style="text-align: center;">UNIT - III</p>	<p style="text-align: center;">Consumer In Their Social and Cultural Setting Consumer and Cultural Influences, Social Class Influence and Consumer Behavior, Group Influences and Consumer Behavior, Family Influences.</p>
<p style="text-align: center;">UNIT - IV</p>	<p style="text-align: center;">Consumer Decision Making Process Consumer Decision Making, Problem Recognition, Information Search, Evaluation of Alternatives and Selection, Purchase, Post-Purchase Behavior.</p>
<p style="text-align: center;">UNIT - V</p>	<p style="text-align: center;">Organizational Buyer Behavior Introduction to Organizational Buyers' Behavior, Factors Influencing Organizational Buying Behavior.</p>

Reference Books:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

BBA (Hons./Hons. With Research) SEM-V
INTRODUCTION TO RETAIL MANAGEMENT
COURSE DSE 3
COURSE CODE BBA(H) 506

CREDIT POINTS - 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Retail Theory & Practices Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope		
UNIT - II	Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities,		

	Internationalization and Globalization of Retailing
UNIT - III	Retail Marketing Strategy Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy
UNIT - IV	Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty
UNIT - V	Retail Organization & Functional Management Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management,

Reference Books:

1. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
2. Agarwal, Bansal, Yadav, Kumar- Retail Management, PragatiPrakashan, Meerut
3. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
4. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill

BBA (Hons./Hons. With Research) SEM-V
INTRODUCTION TO DIGITAL MARKETING
COURSE DSE 3
COURSE CODE BBA(H) 506

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.		
UNIT - II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		
UNIT - III	Terminology used in Digital Marketing, PPC and online marketing through		

	social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing
UNIT - IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising
UNIT - V	Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation

Reference Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

BBA (Hons./Hons. With Research) Sem-IV

PRACTICAL

CREDIT POINTS - 02

TOTAL MARKS - 100

PRACTICAL - I

Business Documentation

- Create a project report on digital, social media marketing

PRACTICAL - II

Presentations

- Individual Presentation, Group Presentation, Objective Specific Presentations

SEMESTER 6

BBA (Hons./Hons. With Research) SEM-VI
ARTIFICIAL INTELLIGENCE IN MANAGEMENT
COURSE SEC 4
COURSE CODE BBA(H) 601

CREDIT POINTS- 02	TOTAL MARKS - 50	THEORY - 35	CIA - 15
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 35		MINIMUM PASSING MARKS - 14	
UNIT - I	Introduction to AI, ‘Winters’ and ‘summers’ of AI, Machine learning Deep learning, Supervised vs unsupervised learning, Business challenges and opportunities to deployment of AI, Deployment of AI solutions within your organisation		
UNIT - II	Introduction to natural language processing (NLP), The NLP pipeline, Applications of NLP, Case study: support vector machines, Business challenges and opportunities to deployment of NLP		
UNIT - III	Introduction to natural language generation (NLG), Difficulties in applying		

	NLG, Application of NLG, Case study: Structured data and rules / templates, Business challenges and opportunities for deployment of NLG
UNIT - IV	Introduction to search and recommendation systems, Internet search, page rank, knowledge graph, Ethical implications and responsibilities, Applications of data mining
UNIT - V	Introducing AI into your organization, Augmentation vs automation, Current status, Business strategy, Organisation position within AI capability model

Reference Books:

1. Rich, E. & Knight, K. (2012). Artificial Intelligence. 3rd edition. Tata McGraw Hill.
2. Russell, S.J. & Norvig, P. (2015) Artificial Intelligence – A Modern Approach. 3rd edition. Pearson Education

BBA (Hons./Hons. With Research) SEM-VI
FUNDAMENTALS OF STRATEGIC MANAGEMENT
COURSE DSC 16
COURSE CODE BBA(H) 602

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p style="text-align: center;">Strategic Management: An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits</p>		
UNIT - II	<p style="text-align: center;">Mission, Objectives, Goals and Ethics What is mission, concept of goals, Integration of individual and organisation goals: A Challenge,</p>		

	<p>How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy</p>
UNIT - III	<p>External environment: Analysis and appraisal Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT:A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.</p>
UNIT - IV	<p>Organisational change and innovation:- Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation</p>
UNIT - V	<p>Strategic evaluation and control:- Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.</p>

Reference Books:

1. Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies
2. Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, VikasPublishing House
- 3.Kachru, U. (2005). Strategic Management – Excel Book

BBA (Hons./Hons. With Research) SEM-VI

BUSINESS STATISTICS

COURSE DSC 17

COURSE CODE BBA(H) 603

CREDIT POINTS- 04

**TOTAL
MARKS -
100**

THEORY - 70

CIA - 30

Scheme of Examination

1 - 05 Short Answered questions (Covering 5 Units)

(Not more than 100 words) - 4 Marks each = 05×04

= 20 Marks

2 - 05 long Answered questions of 10 Marks each = 05×10

With internal choice of one question from each unit

= 50 Marks

MAXIMUM MARKS - 70

MINIMUM PASSING MARKS - 28

UNIT - I

Meaning and Definition of Statistics, Statistics Investigation, Laws of Statistics, Scope of Statistics, Limitation of Statistics.

UNIT - II

Collection of Data, Presentation of Data, Frequency of Distribution, Primary and Secondary Data.

UNIT - III

Measure of Central Tendencies: Mean, Median, Mode, Geometric Mean and Harmonic Mean.

UNIT - IV	Measure of Variations: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis.
UNIT - V	Correlation Analysis- Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number.

Reference Books:

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR - Dr. S.P. Rajagopalan, Tata McGraw Hill

BBA (Hons./Hons. With Research) SEM-VI

PROJECT MANAGEMENT

COURSE DSC 18

COURSE CODE BBA(H) 604

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Projects, Definition of Project Management, Project Management, Project Manager and his Responsibilities, PM as a Profession, Selection of a Project Manager, Fitting Projects into Parent Organization, Project Management Team, Phases of Project Management, Project Environment, The 7S of Project Management		
UNIT - II	The Project Life Cycle, Concept of Project Management, Project Life Cycle, Project Classification Extended and		

	Project Life Cycle.
UNIT - III	Strategic Management and Project Selection, Selection Process of Project, Project Selection and Criteria, Nature of Project Selection Models, Types of Project Selection Models, Analysis under Certainty
UNIT - IV	Project Analysis and Selection, Project Initiation and Resource Allocation, why is Resource Allocation needed, Market Analysis and Demand Analysis, Criteria for a Good Forecasting Method, Technical Analysis, Material Inputs and Utilities, Basis of Government Regulatory Framework, Project Proposal and Project Portfolio Process.
UNIT - V	Functions of a Project Manager, Functions of a Project Manager, Roles and Responsibilities of a Project Manager, Delegation of Authority, Building Project Team, Project Organisation, Matrix Organisation, Project Team and Human Factors

Reference Books:

1. Sitangshu Khatua : Project Management and Appraisal : Oxford
2. Dr. Raj Kumar Yadvendra Gullybaba.com Panel: MS-52 Project Management, GullybabaPublishing House Pvt. Ltd.
3. Horold Kerzner : Project Management : A System Approach to Planning, Scheduling and Controlling : Wiley.
4. Erik Larson and Clifford Gray : Project Management: The Managerial Process, McGrawHill Education.

BBA (Hons./Hons. With Research) SEM-VI

MEDIA MANAGEMENT

COURSE DSE 4

COURSE CODE BBA(H) 606

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Overview of Media Business & Management, Annual Media Industry Report , Introduction to Media History		
UNIT - II	Introduction to Print Media: Concept, Trends, Opportunity, Growth, Issues, Print Media Metrics and Revenue Model, Print Media Regulation & Valuation Norms, Convergence and New Models in Print Media		
UNIT - III	Introduction to Television Industry, Introduction to Broadcasting-TV Broadcasting, History of Broadcasting. Genres and Specialty Channels. Regulatory Environment, Issues, TV Broadcasting Revenue. Models, TV Digitization, TV Media Metrics and Measurement. Doordarshan & Prasar		

	Bharati.
UNIT - IV	Introduction to Film Media: Production, Trends, Opportunity, Growth, Issues. Business of Film Production and emerging models, Film Marketing. Distribution & Exhibition, International Co-Production. Introduction to NFDC, Introduction to major Film Festivals.
UNIT - V	Introduction to Radio, Music & Sound Industry, Radio Broadcasting & Licensing, Development of Private Radio in India, Radio Revenue Model, Radio Metrics & Measurement. Music & Production, Sales, Music Licensing & Distribution, Streaming.

Reference Books:

1. Indian Media Business By Vanita Kohli Khandekar
2. Behind a Billion Screen By Nalin Mehta
3. Mass Communication in India by Kewal J. Kumar
4. New communication Technologies by Michael Mirabeto
5. Doordarshan Vikas Se Bazaar Tak by Sudheesh Pachauri
6. Svayatta Aur Prasar Bharti by Ram Mohan Pathak

BBA (Hons./Hons. With Research) SEM-VI
CORPORATE SOCIAL RESPONSIBILITY AND REPORTING
COURSE DSE 4
COURSE CODE BBA(H) 606

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.		
UNIT - II	International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding		

	principles on business and human rights
UNIT - III	CSR-Legislation In India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.
UNIT - IV	The Drivers of CSR in India, Market based pressure and incentives, civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism.
UNIT - V	Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Nonprofit &Local SelfGovernance in implementing CSR; Contemporary issues in CSR & MDGs.

Reference Books:

1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal
5. Handbook on Corporate Social Responsibility in India, CII.
6. Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, Muhammed Abu B. Siddique

SEMESTER 7

BBA (Hons./Hons. With Research) SEM-VI
RESEARCH METHODOLOGY
COURSE DSC 19
COURSE CODE BBA(H) 701

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction: Concept, Types of Research, Characteristics of Good Research. Research Process; Problem Identification, Formulation of Business Research Objectives		
UNIT - II	Research Designs: Exploratory, Descriptive and Causal Research Designs. Sampling Design: Fundamentals of Sampling Design, Non-probability, and Probability Sampling.		
UNIT - III	Methods of Data Collection: Primary and Secondary sources of data. Survey and Observation methods, Questionnaire Design:		

	Techniques and Precautions
UNIT - IV	Interpretation Data Interpretation, Techniques of Interpretation, Report Writing: Steps in Writing Report, Generic layout of a Research Report
UNIT - V	Summarizing the Data: Mean, Median and Mode. Application of Research in the Functional Areas of Management: Marketing, Production, HR, and Finance..

Reference Books:

1. C.R. Kothari: Research Methodology, New Age International Publishers
2. Cooper and Schindler: Business Research Methods, TMH
3. Gupta S. P. and Gupta, M. P., Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
4. Naresh Kumar Malhotra: Marketing Research

BBA (Hons./Hons. With Research) SEM-VI

SEMINAR AND PRESENTATION

COURSE DSC 20

COURSE CODE BBA(H) 702

CREDIT POINTS- 06	TOTAL MARKS - 200	PRACTICAL - 140	CIA - 60
MAXIMUM MARKS - 140		MINIMUM PASSING MARKS - 56	
SEMINAR AND PRESENTATION	All the students shall have to prepare at least 5 Seminar papers and submit the papers in the Proper format to the department and make a PPT Presentations of the same before a panel of the internal examiners this will be followed by a summary presentation before a panel of external examiners		

BBA (Hons./Hons. With Research) SEM-VII

PROJECT - I

COURSE CODE BBA(H) 704

CREDIT POINTS- 08	TOTAL MARKS - 200
MAXIMUM MARKS - 140	MINIMUM PASSING MARKS - 56
PROJECT I	Assignment shall be given to the students ranging from the various subject of the semester, Students will have to submit their given assignments and make a presentation in front of internal and external expert followed by a Viva

BBA (Hons./Hons. With Research) SEM-VII
FINANCIAL MARKET AND INSTITUTIONS
COURSE DSE 5
COURSE CODE BBA(H) 704

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Financial System and Economic Development, Concepts Related to Financial Markets and Institutions, Theories of Level and Structure of Interest Rates		
UNIT - II	Financial Regulations and Regulatory Institutions in India, Commercial Banking, other Financial Institution.		
UNIT - III	Money Markets in India.		

UNIT - IV	Bond Market, Classification of Stock Market and Securities.
UNIT - V	Derivatives Market, Foreign Exchange Market.

Reference Books:

1. Avdhani: Investment and Securities Markets in India, Himalaya Publications, Delhi
2. Bhole, L.M.: Financial Markets and Institutions, Tata McGraw Hill, Delhi
3. Ghosh D: Banking Policy in India, Allied Publications, Delhi
4. Khan, M.Y: Indian Financial System, Tata McGraw Hill, Delhi
5. Varshney, P.N: Indian Financial System, Sultan Chand & Sons, New Delhi
6. Srivastava R. M.: Management of Indian Financial Institution; Himalaya Publishing House, Mumbai

BBA (Hons./Hons. With Research) SEM-VII
MANAGEMENT INFORMATION SYSTEM
COURSE DSE 5
COURSE CODE BBA(H) 704

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
<p>Scheme of Examination</p> <p>1 - 05 Short Answered questions (Covering 5 Units) (Not more than 100 words) - 4 Marks each = 05×04 = 20 Marks</p> <p>2 - 05 long Answered questions of 10 Marks each = 05×10 With internal choice of one question from each unit = 50 Marks</p>			
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	<p>Management Information System (MIS): concept and definition; Role of MIS, Process of management; MIS-A tool for management process; Impact of MIS, MIS and computers, MIS and the user; MIS- a support to the management.</p>		
UNIT - II	<p>Planning and decision making: the concept of corporate planning; strategic planning; Types of strategic tools of planning; MIS- business planning, decision making concepts; organizational decision making, MIS and</p>		

	decision-making concepts
UNIT - III	Information and system: information concepts; Information: a quality product classification of the information; Methods of data and information collection; Value of information; MIS and system analysis, computer system design.
UNIT - IV	Development of MIS: development of long-range plans of the MIS; Ascertaining the class of information, determining the information requirement; Development and implementation of the MIS; Management of quality in the MIS, organization for development of the MIS; MIS: the factors of success and failure.
UNIT - V	Decision support system (DSS): concept and philosophy; DSS: deterministic systems, Artificial intelligence (AI) system, knowledge based expert system (KBES); MIS and therole of DSS; Transaction processing system (TPS), enterprise management system (EMS), enterprise resource planning (ERP)system; Benefits of TPS, EMS and ERP

Reference Books:

1. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
2. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
3. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.

SEMESTER 8

BBA (Hons./Hons. With Research) SEM-VIII
CUSTOMER RELATIONSHIP MANAGEMENT
COURSE DSC 21
COURSE CODE BBA(H) 801

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.		
UNIT - II	CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and eCRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules In CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing		

	Sector.
UNIT - III	Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications..
UNIT - IV	CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Handoff; Support
UNIT - V	SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation, CRM LINKS IN E-BUSINESS: ECommerce and Customer Relationships on the Internet, Supplier.

Reference Books:

- 1.2. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
- 2.H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
- 3.Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

BBA (Hons./Hons. With Research) SEM-VIII

INTERNATIONAL BUSINESS

COURSE DSC 22

COURSE CODE BBA(H) 802

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	International Trade Theory Absolute advantage theory, Law of Comparative advantage, Opportunity Cost Theory: Production Possibility Curve with opportunity costs and relative commodity prices basis and gains from trade under constant costs. Production Possibility Curve with increasing costs, Community Indifference Curve, Equilibrium in Isolation		
UNIT - II	Gains from Trade Gains From trade with increasing costs, Gains from exchange and specialization, Offer		

	Curves: Terms of Trade.
UNIT - III	Factor Endowments and the Heckscher – Ohlin Theory Meaning of Factor Endowment; Assumptions of the theory, Interpretation of Heckscher Ohlin Theorem, General equilibrium framework of Heckscher Ohlin Theorem, Diagrammatic presentation of the theory. Factor Price equalisation and income distribution, Leontief Paradox and Factor Reversal.
UNIT - IV	International Trade Policy Tariffs: Definition, Types Partial equilibrium analysis of a tariff, Effects of a tariff on consumer and producer surplus, Cost and benefit analysis of tariff. Rate of effective protection, General equilibrium analysis of a tariff in a small and large country, Optimum tariff, Stopler – Samuelson Theorem. Non-Tariff Barriers and the New Protectionism: Quota – comparison with tariff, Voluntary Export Restraints, Technical, Administrative and other regulations. International Cartels, Dumping, Export Subsidies, Strategic trade policies
UNIT - V	World Trade Organization GATT to WTO, Functions and Principles of WTO, WTO and Developing Countries. Dispute Settlement Mechanism. Recent Trade Rounds and Position of India.

Reference Books:

1. Soderston, B.O. and Reed, G.: International Economics..
2. Salvatore, D.: International Economics
3. Kindleberger, B.: International Economics...
4. Srinivasan, T. N.: Developing Countries and Multilateral Trading System, OUP, Delhi

BBA (Hons./Hons. With Research) SEM-VIII

DISSERTATION

COURSE CODE BBA(H) 803

CREDIT POINTS- 06	TOTAL MARKS - 200	PRACTICAL - 140	CIA - 60
MAXIMUM MARKS - 140		MINIMUM PASSING MARKS - 56	
DISSERTATION	<p>All the students shall have to undertake a dissertation on the subject approved by the department, they shall have to submit the Dissertation report in a proper format during the given time period, their report together with the PPT will be examined by the panel of Examiner including an external examiner.</p>		

BBA (Hons./Hons. With Research) SEM-VIII
PRINCIPLES OF TRAVEL AND TOURISM MANAGEMENT
COURSE DSE 6
COURSE CODE BBA(H) 805

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Meaning, definition and scope of tourism, (Domestic and international tourist, inbound and outbound tourists) Historical Background, Nature and Characteristic, Tourism product (natural & man-made), types of tourism, motivational factors & barriers in tourism, MICE, Socio-cultural and economic importance of tourism.		
UNIT - II	Tourism components (Attraction): Natural Hill station- (Darjeeling), Island (Lakshadweep), River-		

	<p>(Ganga), Lake- (Chilika), Forest and Wildlife-(Similipal, Bhitarkanika,) Man-made - Monuments- (Konark Sun temple), Pilgrim destinations (Four Dham, Sarvanbelgola, Ajmer Sherif, Golden temple -Amritsar) fair and festival- (Rathyatra, Kumbhamela, Konark Dance Festival) Dance and Music- (Odishi, Chhau), Handicraft- (Appliqué work, filigree work, Patta painting)</p>
UNIT - III	<p>Tourism components (Transport & Accommodation) : Accessibility (mode of transport Road, Rail, Air & Water). Accommodation - types of accommodation (primary and supplementary), Departments of a hotel with special reference to front office. .</p>
UNIT - IV	<p>New thrust areas of Tourism:- Adventure Tourism, Eco-Tourism, Sustainable Tourism, Heritage Tourism, MICE, Role of ITDC, ASI, Ministries of Railways & Civil Aviation in the Promotion of Tourism. Organization and Working of Chhattisgarh Tourism Board. An Overview of Organizations and Associations like IATO, TAAI, WTO, ICAO & IATA.</p>
UNIT - V	<p>Tourism Planning:- Background, Approach and Process. Tourism Planning at National, Regional, State and Local levels. An important feature of Five Year Tourism Plans in India. Destination Life Cycle, Concept of Carrying Capacity, Sustainable and Eco-tourism. Eco-Tourism & Community participation in Tourism Planning.</p>

Reference Books:

1. Burkart and Medlik, Tourism: Past, Present and Future
2. Christopher.J. Hollway: Longman ; The Business of Tourism
3. Cooper, Fletcher et al. : Tourism Principles and Practices
4. Mill, R.C., Tourism: The International Business
5. Roberts, K:Leisure in Contemporary Society, Wallingford

BBA (Hons./Hons. With Research) SEM-VIII
LEADERSHIP SKILLS AND MANAGERIAL EFFECTIVENESS
COURSE DSE 6
COURSE CODE BBA(H) 805

CREDIT POINTS- 04	TOTAL MARKS - 100	THEORY - 70	CIA - 30
Scheme of Examination			
1 - 05 Short Answered questions (Covering 5 Units)			
(Not more than 100 words) - 4 Marks each = 05×04			= 20 Marks
2 - 05 long Answered questions of 10 Marks each = 05×10			
With internal choice of one question from each unit			= 50 Marks
MAXIMUM MARKS - 70		MINIMUM PASSING MARKS - 28	
UNIT - I	Introduction to Leadership & Management, Differentiating between Management and Leadership, Factors of Leadership, Leadership challenges at work, Management challenges at work		
UNIT - II	Practising Effective Leadership, Recognizing Leadership Styles: Effective delegation and situational leadership, The Managerial Grid: Blake and Mouton, four development levels of followers, The four situational leadership styles, Adapting your leadership style, Influencing and motivating your team, The Art of Persuasion and Negotiation, The Speed of Trust – The Heart of Leadership		

<p>UNIT - III</p>	<p>Practicing Effective Management, The Essentials of Management: Planning, Organizing, Controlling, The Top Ten Qualities of an Excellent Manager, Interviewing and Selection Skills, Running Effective Meetings, Making Effective and Impactful Presentations, Managing Performance, Decision Making and Delegation Skills</p>
<p>UNIT - IV</p>	<p>Creating High Performance Teams, Teamwork in Action, Team Learning and Performance, Team Evolution Stages, Managing Remote Teams, Coaching and Mentoring Skills for Managers, Managing of Challenging Behaviors, Managing Pressure: Urgency vs Important, Strategies for Different Quadrants on the Matrix.</p>
<p>UNIT - V</p>	<p>Managing Change, Communication and Action Plans, Understanding Change and How Teams Respond, the content and process dimensions of change, why do Organisation Resist Change? Overcoming Resistance, Managing Change Effectively, Effective Communication Skills, improving internal communications, Getting Things Done: Practical Action Planning</p>

Reference Books:

1. Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
2. L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
3. P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva, books, New Delhi

